

'AD CLUB NIGHT' AT OPERA TO BE THE SEASON'S GALA EVENT

Impressario Sharp Chooses "Aida" as the Offering For Booster Organization

"The Ad Club does things." This has always been the boast of the members of this one big booster organization of Honolulu and thus far they have made good on everything they have tackled. The Ad Club is now venturing into GRAND OPERA—yes, in capital letters. Tonight will be "Ad Club night" at the Bijou theater and the members of the club have guaranteed to bring out a 30 per cent representation of the club membership and also thousands—no hundreds—of their friends and admirers.

The bill for "Ad Club night" was selected by the Ad Club committee on grand opera, at the head of which is Tom Sharp, an old-time theatrical man and one of the liveliest "grand opera bugs" in captivity. Tom is a "front seater" at all performances and is waging his judgment on this night's presentation. "Aida" has been chosen by Mr. Sharp as the "Ad Club" bill and the members of the Bevan Grand Opera Company, who have scored an immense success at the Bijou theater are putting in many extra hours perfecting themselves in this opera in order that all of the past history of the Ad Club may be sustained.

Prof. Blackman, head of the Honolulu School for Boys, a member of the Ad Club committee and a strong supporter of grand opera, has agreed to have the entire personnel of his school on hand, clad in the recently adopted white uniform of the school—the first appearance of the boys in this regalia—to distribute buttonholes to the audience. Anyone who is not the recipient of a real flower bouquet

may lay the blame on the Honolulu School for Boys.

The cast for "Ad Club night" is:

Aida, an Ethiopian slave girl, Mme. Vergeri.

Rhadames, captain of the guard, Sr. Sacchetti.

Amneris, his daughter, Mme. Holmes.

The king of Egypt, Sr. Rubino.

Amomasro (Am-oh-nahz-roh), king of Ethiopia, Sr. Giovacchini.

Ramfis, high priest, Sr. Bonzighi.

Priestess, Mme. Walwright.

A Messenger, Sr. Massini.

Priests, priestesses, ministers, captains, soldiers, officials, Ethiopian slaves and prisoners, Egyptians, etc.

(The scene is laid in Memphis and Thebes, in Pharaoh's time.)

Act 1: Scene 1—A hall in the palace. ("Celeste Aida") ("Ritorna Vincitor.")

Scene 2—The temple of Vulcan. ("Nume, custode e vindice.")

Act 2: Scene 1—A hall in Amneris' apartments. ("Chi mai fra.") ("Fu la sorte dell'armi.") ("Alla pompa, che s'appreste.") ("Ebben qual nuovo fremito.")

Scene 2—Without the City Walls. ("Grand march.")

Act 3: Moonlight night on the banks of the Nile. ("O Patria Mia.") ("Su dunque.")

Act 4: Scene 1—A room in the palace. ("Ohime! Morir me sento.") ("Sacerdoti, compite un delitto.")

Scene 2—Interior of the temple of Vulcan. ("La Fatal Pietra.") ("O terra adio.")

Conductor—Chevalier Luigi Di Rocca.

MME. FORET TO GIVE LAST OF HER CHARMING RECITALS TONIGHT



MME. FORET.

The influence good music has upon the breadth and depth of American culture and the increasing opportunity for hearing such in Honolulu is no doubt the result of the winds of war, which have blown upon America's shores many of the best artists.

Another gain from this musical concentration was the appearance of Auguste Foret, the successful artist of the genre, whose song recital of last Friday evening attracted Honolulu's representative music lovers.

Art, especially musical art, is not infrequently a case of fashioning the new out of the almost forgotten.

Wherever beauty exists it is certain at some time to be called forth again in all its radiance, to bloom in a field of greater knowledge and appreciation.

This is apropos of Mme. Foret, whose fascinating French soprano, whose daintiness and charm suggest sentimentality of the earlier periods rather than hard practicality. She is not content with characters of any single nationality, she shows not only the costume of the French but Belgian, German, Russian, Polish, Alsatian, English, and manages without too many words to convey her own impression of the character before each song.

It is truly an artistic resurrection for many songs hark back to the twelfth century and by this quaint and aristocratic concert they are

made to breathe again through the vivid imagination and magnetic personality of Mme. Foret, whose farewell concert will be this evening at the Hawaiian Opera house.

An added attraction will be Mrs. Tenney Peck's skilful and sympathetic accompaniment.

Mme. Foret's program for tonight will be as follows:

Bergerette Costume.
Minuet de Martini Weckerlin
Chansonnette "La Laitiere du Trianon" Weckerlin
Maman dit-moi Weckerlin
Mimi Pinson, "La Boheme" Leoncavallo

Early Victorian Costume.
Grasses Green
I Know Where I'm Goin'
When Childer Plays
Mary of Argyle
Nobody Comin' to Marry me (request)
Oh! No, John
Old Songs of Great Britain

Breton Peasant Costume.
Le Joli Tambour
Berceuse (request)
Il etait une Berjere
Le Petit George (request)
En Passant par la Lorraine
Old French Folk Songs

Marquis Louis XVI Period Costume.
Aubade "De Doy a ye" Lalo
Printemps Nouveau Vidal
O'er the Lonely Mountains (Russia)
Little Cottage Lovely (Poland)
Come, My Dearest (Serbia)
Vous Danzes, Marquise Lemaire

PROVIDE HEROES FOR WAR WIDOWS

[Associated Press]
BERLIN, Germany.—Dr. von Bethmann-Hollweg, imperial chancellor, is considering the feasibility of a suggestion for the establishment of a "hero colony" near the famous old Porta School in South Prussia, of which he is an alumnus, where those maimed and crippled in the war may take up their life after.

The originator of the idea is Paul Kersten, head of the big factory in Bad Koesen. He believes that there will be thousands of noble and patriotic girls and widows of soldiers who, when peace is concluded, will be glad to marry the men who have been injured, and who otherwise would gravitate into soldiers' homes.

To prevent this is one of the principal objects of the proposed plan. Kersten feels that soldiers in such a situation soon come to feel that they are useless and in the way, whereas they can continue a useful and happy existence if they have their own homes and wives to help care for them.

Kersten believes that the loss of an eye or a leg is not a defect that in any way affects future generations. If injured soldiers can marry and live in colonies instead of in homes by themselves, he thinks that the birthrate will have some of the increase that is to be necessary after the war.

'CABIRIA' TO BE SHOWN IN CITY IN THE NEAR FUTURE

One of the most elaborate, the largest and most spectacular motion pictures ever made, "Cabiria," has been secured by the Consolidated Amusement Company and will be shown at one of its several houses in the near future. "Cabiria" is a 12-reel feature that has set a new mark in the photo-play world, proving a sensation wherever it has been exhibited.

The production of the Italia Film Company of Torino, the largest producing company in Italy, with a special orchestration arranged by one of the great Italian masters, this mammoth offering consumed many months in the making. It is the work of Gabriele D'Annunzio, one of the leading students and authors of Italy, and is labeled a "Historical Vision of the Third Century, B. C." The scenes are laid in Catania and Syracuse, in Sicily, in Carthage, in the Swiss Alps and in Ciria and Numidia in Africa.

This great spectacle will be shown just as soon as it arrives in Honolulu for a limited engagement only.

The work of tearing down the old Sheephead Bay road plant in preparation of the erection of a motor-dome was begun.

KITCHENER'S WAY OF SETTling A STRIKE

The despatches from London a few days ago, telling how Lord Kitchener had interfered in the dock laborers' strike, and had "smoothed over" the difficulties, recalls how the great soldier settled a previous strike in five minutes.

A certain well known firm recently obtained a large contract from the War Office. To ensure it being carried out to time, it was necessary for the work-people to work overtime. This they were perfectly willing to do, being paid at the union rates.

After a few days the secretary of the trade union called upon the head of the firm concerned, and advised him that unless the overtime was stopped all the "hands" would be out of it. The employer concerned went to the War Office and succeeded in seeing Lord Kitchener and placed all the particulars before him.

Lord Kitchener asked for the name and address of the trade union man and said, "Be here tomorrow at eleven o'clock." At that time the next day, Mr. — was admitted into Lord Kitchener's presence, the trade union man being also there.

The following conversation then took place:

Lord Kitchener—"Now, Mr. —, kindly repeat what you told me yesterday as briefly as you can."

Mr. — did so.

Turning to the trade union man, Lord K. said, "Mr. —, are these the facts as stated?"

"Yes, my lord, but it is strictly against our rules to —"

Lord Kitchener—"Are the facts right?"

"Yes, my lord; but —"

Lord Kitchener—"If you call those people out on strike I will get you seven years under the Treason Act for preventing the supplying of His Majesty's Forces. Good morning, gentlemen."

Neutral vessels command high prices at present. Fairplay, of London, mentions the case of a neutral steamer which last July sold for \$67,500, and for which the present owner recently asked \$150,000. Another nautical journal tells of the sale for more than she originally cost of a steamship which had seen ten years' service.

Rates over the Santa Fe and other railroads on newspaper paper from Galveston, Tex., to Oklahoma City and other Oklahoma points were declared unreasonable by the Interstate Commerce Commission.

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Judge Crump, in the Court of Equity at Richmond, Va., decided that the courts have no right to interfere with the operations of jitney bus lines recently started in that city.

Isn't the Scourge Self-Inflicted?

Along with the many phases of the much talked of "Home Buying" campaigns which, as never before, are constantly being brought to the notice of the public, there comes the following issue which seems worthy of comment:

The first questions which automatically present themselves to the thinking merchant in this regard are probably: "Why do the people buy away from home—and how do they get the idea that their wants can be fulfilled?"

THE ANSWER IS SIMPLE ENOUGH!

The houses which are in competition with you local merchants are "right on the job."

THEY ADVERTISE EXTENSIVELY.

It is their source of business livelihood. It is the very essence of their existence—and in this regard, bear in mind the fact that it is absolutely necessary to do this in a very much more expensive manner, in order to reach YOUR customers, than it would be for you to present your advertising to them. Therefore, it would seem reasonable to conclude that if your business is suffering from the inroads made upon it by "catalogue houses," you are not entirely blameless.

The People Must Know.

The buying public wants to be informed as to what is being accomplished in mercantile ways, what is being worn, what is being most successfully used for this or that.

THAT IS WHAT ADVERTISING IS FOR,

to inform the patrons of every line of business as to what you have to offer, in short—

They Want Store-News

and you may rest assured that if you are not getting what you consider your due share of business, it is principally because some other fellow is telling them what they want to know—and as a consequence they are reciprocating his interest in their desires by trading with him.

And—in passing, this same principle may be applied to local competition as well as to that of the catalogue houses.

The Business Exists—It's Simply Up To You To Go After It —And You'll Get It.

There is no room for further argument; there is a certain amount of business going out of this city that rightfully should belong to you local merchants—provided you prove yourselves deserving of it in demonstrating your willingness to cooperate with your patrons by keeping them posted, not only as well as the catalogue houses, but BETTER.

EDUCATION IS THE FOUNDATION OF ALL PROGRESS

and education takes on many forms nowadays. In this regard,

Advertising Holds the Center of the Commercial Stage

If you have something new, the people will not know about it if you keep it hidden within the four walls of your store. If you inaugurate a new "wrinkle" in your service, it is for the benefit of your patrons and they should know about it. If you have stock on hand for which you would gladly share the ordinary profit with your patrons, in order to turn over your capital to a better advantage, you can't accomplish this unless you "let the people in on it." They are the ones who are necessary for this advantageous cooperation.

Times have advanced beyond the age when retail merchants could rely upon the "mouth-to-mouth" method of advertising.

The Merchant Who Would Live Must Keep Abreast of the Times And Advertise THE "AD MAN"

CAPACITY HOUSE GREET'S FILMS OF EXPOSITION AT THE POPULAR

A capacity house greeted the pictures of the Panama-Pacific Exposition at the Popular theater last night, and at the matinee this afternoon the people of the city again showed their appreciation of the pictures. Tonight, for the last time, the films will be shown, after which they will be taken to the Orient. There is a stimulating something about the crowds and beautiful buildings appearing in the pictures that gets a grip on the onlooker that cannot be shaken off. Of especial interest locally is the dedication of the Hawaiian building.

Tomorrow night and for a week Elinor Glyn's famous novel "Three Weeks," in five parts, will be the attraction. This is perhaps the most read and most talked of book in the world today—a love story so beautifully written that five editions have been sold. Not only in this country, but in every country in the world where a printing press is located the book has

been printed and translated in every known language.

The settings for this famous novel are laid in the Old Country, and the scenes are almost identical to those described in the book, making a film of idealistic pictures. Miss Madeline Traverser one of the most beautiful and dainty of America's young players appears in the role of the temperamental queen who falls in love with the young Englishman, Paul. This role is aptly taken care of by Mahlon Hamilton, acknowledged one of the best actors on the American stage.

To those who have read the book, "Three Weeks" will be anticipated with pleasure. To those who have not and who see the pictures, it will be remembered as one of the best, most intensely interesting love stories ever written. The photographer's art has been taxed to the limit to make the scenes as beautiful and luxurious as those enjoyed by the hero and heroine of the book, consequently the pictures can be nothing but a work of art.

ANOTHER BANNER BILL AT LIBERTY

"The Country Mouse," another of the Paramount features adapted from one of the most successful stage plays of many seasons, will be presented at Ye Liberty theater tonight in connection with a bill that, if possible, will be even superior to the offering of the first three days of the present week at the big Nuuanu street house.

Episode number 16 of "The Million Dollar Mystery," in which the heroine is rescued from a quicksand grave by her hero-sweetheart and in which the thrills are indeed numerous will be another magnet that will draw crowds to the "home of popular priced pictures." The "History of the World's Greatest War," as previously stated will continue throughout the week.

In "The Country Mouse" Hobard

Bosworth, the premier producer-actor of the Paramount service, is featured in one of his own productions. Bosworth became a strong favorite in Honolulu when he appeared in Jack London's "The Sea Wolf."

"The Million Dollar Mystery," a serial photo-play, has created many serial "fans" in this city and they are breathlessly awaiting the outcome of the mystery.

The announcement is made that a new serial will be shown at Ye Liberty theater commencing next Monday evening, "The Exploits of Elaine." This is one of the latest released serials and is expected to rival in popularity the "Million Dollar Mystery."

The European war pictures are among the most realistic offerings ever made at a local theater.

"MARTHA" WELL GIVEN, THOUGH LAST ACT DELETED TO AUDIENCE'S SURPRISE

"Martha," Plotow's well known opera, was the bill at the Bijou last night and was very well rendered except for the fact that, unannounced, the last act was omitted.

Music lovers waiting for the opera's happiest features to be unfolded in song were disappointed and so far as they and last night's performance is concerned "Martha" is an abrupt tragedy. After waiting for some time for the last act to be given the audience

finally followed the example of the musicians and left the theater. No reason is given for the omission, so presumably it was based on the size of the house.

The acts presented were well done. The always popular "Last Rose of Summer" was finely sung by Mme. Sanborne and the other principals maintained the same high and conscientious standard they have shown since coming to Honolulu.

One hundred and fifty members attended the opening of the convention of Association of Reserve City Bankers, at Louisville.

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